

### **Amendments to the Claims**

Please amend claims 1, 5, and 13-14 as shown below.

Please cancel claims 4 and 17-18 as shown below.

Please add claims 27-37.

### **Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for limiting the delivery of content in a communications network environment comprising:
  - establishing the assumed frequencies with which subsets of a set of content elements have been viewed by individual users of the communications network environment;
  - evaluating the assumed frequencies with regard to predetermined frequency targets;
  - determining, from within a client computer of an individual user, whether or not the evaluation of the assumed frequencies warrants the delivery of alternate content;
  - providing a mechanism for the delivery of the alternate content; and
  - updating data stored in a communications network storage device to aid in determinations of whether the alternate content should be shown, wherein the data used in determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate content is stored in a web browser of the client computer.
2. (Original) The method of claim 1, wherein the mechanism for the delivery of the alternate content enables publishers in the communications network environment to provide the alternate content.

3. (Previously Presented) The method of claim 2, wherein a publisher within the communications network environment is provided with a mechanism to provide the alternate content that is independent of other publishers within the communications network environment.

4. (Canceled)

5. (Currently Amended) The method of claim 1, wherein the data used in determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate content is stored on a communications network storage device other than in a web browser of ~~an individual user~~ the client computer.

6. (Previously Presented) The method of claim 1, wherein an absence of available data for determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate content is interpreted in determining whether or not the delivery of alternate content is warranted.

7. (Previously Presented) The method of claim 2, wherein the alternate content is provided by a mechanism selected from the group consisting of:

a. Defining a Uniform Resource Locator (URL) pointing to the location where the alternate content is intended to be retrieved from,

b. Defining a Uniform Resource Locator (URL) pointing to programming code that is intended to be retrieved and executed with the purpose of causing the display of the alternate content,

c. Defining the alternate content within a content container, such as a web page,

d. Defining programming code within the content container, such as a web page, that will cause the display of the alternate content, and

e. Redirecting the browser to a location within the publisher's authority, which enables the publisher to return the alternate content in response.

8. (Previously Presented) The method of claim 1, wherein the delivery of the alternate content can be aborted and the subsets of the set of content elements can instead be delivered.

9. (Previously Presented) The method of claim 8, wherein the mechanism to abort the delivery of the alternate content is triggered from an event selected from the group consisting of:

- a. a time delay in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate content,
- b. a time delay in the delivery of the alternate content,
- c. an error in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate content, and
- d. an error in the delivery of the alternate content.

10. (Previously Presented) The method of claim 1, wherein the alternate content is not delivered.

11. (Original) The method of claim 1, wherein the content is an advertisement.

12. (Original) The method of claim 1, wherein the subset of the set of content elements is a proper subset of the set of content elements.

13. (Currently Amended) A method for limiting the delivery of content in a communications network environment comprising:

establishing the assumed frequencies with which subsets of a set of content elements have been viewed by individual users of the communications network environment for subsets of a set of publishers;

evaluating the assumed frequencies with regard to predetermined frequency targets;

determining, from within a client computer of an individual user, whether or not the evaluation of the assumed frequencies warrants the delivery of alternate content;

providing a mechanism for the delivery of the alternate content; and

updating data stored in a communications network storage device to aid in determinations of whether the alternate content should be shown, wherein the data used in determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate content is stored on a communications network storage device other than in a web browser of the client computer.

14. (Currently Amended) The method of claim 13, wherein the determination of whether the delivery of the alternate content is warranted for ~~a particular~~ the individual user is based on the evaluation of the assumed frequencies with which particular subsets of a set of content elements have been viewed by the ~~particular individual~~ user within a particular subset of the set of publishers.

15. (Original) The method of claim 13, wherein the mechanism for the delivery of the alternate content enables publishers in the communications network environment to provide the alternate content.

16. (Original) The method of claim 15, wherein any given publisher within the communication network environment is provided with a mechanism to provide the alternate content that is independent of other publishers within the communications network environment.

17. – 18. (Canceled)

19. (Original) The method of claim 13, where an absence of available data for determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate content is interpreted in determining whether or not the delivery of alternate content is warranted.

20. (Previously Presented) The method of claim 13, wherein the alternate content is provided by a mechanism in selected from the group consisting of:

- a. Defining a Uniform Resource Locator (URL) pointing to the location where the alternate content is intended to be retrieved from,
- b. Defining a Uniform Resource Locator (URL) pointing to programming code that is intended to be retrieved and executed with the purpose of causing the display of the alternate content,
- c. Defining the alternate content within a content container, such as a web page,
- d. Defining programming code within the content container, such as a web page, that will cause the display of the alternate content, and
- e. Redirecting the browser to a location within the publisher's authority, which enables the publisher to return the alternate content in response.

21. (Previously Presented) The method of claim 13, wherein the delivery of the alternate content can be aborted and the subsets of the set of content elements can instead be delivered.

22. (Previously Presented) The method of claim 21, wherein the mechanism to abort the delivery of the alternate content is triggered from an event selected from the group consisting of:

- a. a time delay in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate content,
- b. a time delay in the delivery of the alternate content,
- c. an error in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate content, and
- d. an error in the delivery of the alternate content.

23. (Previously Presented) The method of claim 13, wherein the alternate content is not delivered.

24. (Original) The method of claim 13, wherein the content is an advertisement.

25. (Original) The method of claim 13, wherein the subset of the set of content elements is a proper subset of the set of content elements.

26. (Original) The method of claim 13, wherein the subset of a set of publishers is a proper subset of the set of publishers.

27. (New) A method for limiting the delivery of content in a communications network environment, the method comprising:

establishing assumed frequencies with which advertising content has been viewed by individual users of the communications network environment for subsets of a set of publishers;

evaluating the assumed frequencies with regard to predetermined frequency targets;

enabling the determination of whether or not the evaluation of the assumed frequencies warrants the delivery of alternate advertising content, wherein enabling the determination is made from within a client computer of an individual user;

providing a mechanism to the publishers for the delivery of the alternate advertising content, wherein at least one of the publishers is provided a mechanism to provide the alternate advertising content that is independent of the other publishers; and

updating data stored in a communications network storage device to aid in determinations of whether the alternate advertising content should be shown, wherein the data used in determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate advertising content is stored in at least one of a communications network storage device and a web browser of the client computer.

28. (New) The method of claim 27, wherein an absence of available data for determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate advertising content is interpreted in determining whether or not the delivery of alternate advertising content is warranted.

29. (New) The method of claim 27, wherein the alternate advertising content is provided by a mechanism selected from the group consisting of:

- a. Defining a Uniform Resource Locator (URL) pointing to the location where the alternate advertising content is intended to be retrieved from,
- b. Defining a Uniform Resource Locator (URL) pointing to programming code that is intended to be retrieved and executed with the purpose of causing the display of the alternate advertising content,
- c. Defining the alternate advertising content within a content container, such as a web page,
- d. Defining programming code within the content container, such as a web page, that will cause the display of the alternate advertising content, and
- e. Redirecting the browser to a location within the authority of the at least one publisher, which redirection enables the at least one publisher to return the alternate advertising content in response.

30. (New) The method of claim 27, wherein the delivery of the alternate advertising content can be aborted and the advertising content can instead be delivered.

31. (New) The method of claim 30, wherein the mechanism to abort the delivery of the alternate advertising content is triggered from an event selected from the group consisting of:

- a. a time delay in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate advertising content,

- b. a time delay in the delivery of the alternate advertising content,
- c. an error in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate advertising content, and
- d. an error in the delivery of the alternate advertising content.

32. (New) A method for limiting the delivery of content in a communications network environment, the method comprising:

establishing assumed frequencies with which advertising content has been viewed by individual users of the communications network environment for subsets of a set of publishers;

evaluating the assumed frequencies with regard to predetermined frequency targets;

enabling the determination of whether or not the evaluation of the assumed frequencies warrants the delivery of alternate advertising content, wherein enabling the determination is made from within a client computer of an individual user;

providing a mechanism for the delivery of the alternate advertising content that enables publishers in the communications network environment to provide the alternate content; and

updating data stored in a communications network storage device to aid in determinations of whether the alternate content should be shown, wherein the data used in determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate advertising content is stored in at least one of a communications network storage device and a web browser of the client computer;

wherein an absence of available data for determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of alternate advertising content is interpreted in determining whether or not the delivery of alternate advertising content is warranted.



33. (New) The method of claim 32, wherein enabling the determination of whether the delivery of the alternate advertising content is warranted for the individual user is based on the evaluation of the assumed frequencies with which particular subsets of the advertising content has been viewed by the individual user within a particular subset of the set of publishers.

34. (New) The method of claim 32, wherein at least one of the publishers is provided a mechanism to provide the alternate content that is independent of the other publishers.

35. (New) The method of claim 34, wherein the alternate advertising content is provided by a mechanism selected from the group consisting of:

- a. Defining a Uniform Resource Locator (URL) pointing to the location where the alternate advertising content is intended to be retrieved from,
- b. Defining a Uniform Resource Locator (URL) pointing to programming code that is intended to be retrieved and executed with the purpose of causing the display of the alternate advertising content,
- c. Defining the alternate advertising content within a content container, such as a web page,
- d. Defining programming code within the content container, such as a web page, that will cause the display of the alternate advertising content, and
- e. Redirecting the browser to a location within the authority of the at least one publisher, which redirection enables the at least one publisher to return the alternate advertising content in response.

36. (New) The method of claim 32, wherein the delivery of the alternate advertising content can be aborted and the advertising content can instead be delivered.

37. (New) The method of claim 36, wherein the mechanism to abort the delivery of the alternate advertising content is triggered from an event selected from the group consisting of:

- a. a time delay in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate advertising content,
- b. a time delay in the delivery of the alternate advertising content,
- c. an error in the process of determining whether or not the frequency evaluation of the assumed frequencies with regard to predetermined frequency targets warrants the delivery of the alternate advertising content, and
- d. an error in the delivery of the alternate advertising content.